

## Message Text

UNCLASSIFIED

PAGE 01 STATE 094679  
ORIGIN EA-12

INFO OCT-01 ISO-00 COME-00 EB-08 /021 R

DRAFTED BY EA/K:BDPORTER  
APPROVED BY EA/K:RGRICH, JR.  
COMMERCE:MYRA TRIPLETT (PHONE)  
-----116232 131052Z /11  
R 130253Z APR 78  
FM SECSTATE WASHDC  
TO AMEMBASSY SEOUL  
INFO AMEMBASSY TAIPEI

UNCLAS STATE 094679

E.O. 11652: N/A

TAGS: BTRA, KS

SUBJECT: VISIT BY UNITED BRANDS OFFICERS

1. GEORGE LIU, V.P., INTERNATIONAL, AND VICTOR KAPLAN OF UNITED FRUIT DIVISION, UNITED BRANDS INC. WILL BE VISITING SEOUL MAY 14 TO 17. PURPOSE OF VISIT IS TO ATTEMPT TO PERSUADE THE ROKG TO ABANDON EXCLUSIVE BANANA PURCHASES FROM TAIWAN, AND BUY CHIQUITA BANANAS PRODUCED IN PHILIPPINES. PROPOSAL WOULD PRESUMABLY INCLUDE AN AGREEMENT TO PURCHASE KOREAN PRODUCTS (APPLES OR PEARS) IN RETURN.

2. LIU WILL BE CONTACTING EMBASSY BY LETTER OR CABLE, AND WILL REQUEST ADVICE ON HOW BEST TO APPROACH ROKG. HE WILL ALSO SEEK ASSISTANCE IN MAKING APPOINTMENTS WITH ROKG OFFICIALS ON THE HIGHEST POSSIBLE LEVEL. LIU AND KAPLAN WILL BE STAYING AT CHOSUN HOTEL. CHRISTOPHER

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 13 apr 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978STATE094679  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** BDPORTER  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D780158-1261  
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**Handling Restrictions:** n/a  
**Image Path:**  
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**Litigation History:**  
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**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Retention:** 0  
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**Review Release Event:** n/a  
**Review Transfer Date:**  
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**Subject:** VISIT BY UNITED BRANDS OFFICERS  
**TAGS:** BTRA, KS  
**To:** SEOUL  
**Type:** TE  
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**Review Markings:**  
Sheryl P. Walter  
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US Department of State  
EO Systematic Review  
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